

**Int. Cl.: 41**

**Prior U.S. Cl.: 107**

**United States Patent Office**

**Reg. No. 1,001,905**

**Registered Jan. 14, 1975**

**SERVICE MARK**

**Principal Register**

**THE TONIGHT SHOW**

National Broadcasting Company, Inc. (Delaware corporation)

30 Rockefeller Plaza  
New York, N.Y. 10020

For: ENTERTAINMENT SERVICES RENDERED  
THROUGH THE MEDIUM OF TELEVISION—  
NAMELY, A TALK SHOW—in CLASS 107 (INT. CL.  
41).

First use at least as early as Apr. 2, 1962; in commerce  
at least as early as Apr. 2, 1962.

Without waiver of common law rights, applicant dis-  
claims the word "Show" apart from the mark as shown.

Ser. No. 458,029, filed May 21, 1973.